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**The extension of the port of Bastia.
The integration of stakeholders in the project area:
Research Methodology.**

Julien Angelini
Ph.D. Lecturer University of Corsica
LISA UMR CNRS 6240
Avenue Jean Nicoli
20250 Corte
Corsica - France
angelini.univcorse@gmail.com
Mobile phone: +33609986386

Abstract :

Between information and communication processes, territorial intelligence approach is systemic in that its transversal dimension reinforces the interdisciplinary nature of Information and Communication Sciences in the Social Sciences. It is here called to give a social issue to a problem which could be reduced to a purely economic issue. We would answer this question: how to transform the fragmentation of local representations in knowledge to share, in order to mobilize project energy?

Résumé :

Entre information et processus de communication, l'intelligence territoriale est une démarche par essence systémique dont la transversalité vient confirmer le caractère interdisciplinaire des Sciences de l'Information et de la Communication au sein des Sciences Humaines et Sociales. Elle est ici convoquée pour redonner une dimension sociale à une problématique qui pourrait se voir réduite à une dimension purement économique. Nous poursuivrons ainsi l'objectif de répondre à cette question : comment transformer l'atomisation des représentations territoriales en un savoir à partager pour le mobiliser en énergie de projet ?
mobilize energy project?

Mots-clés : Territoire, projet, acteurs, participation

Keywords: Territory, project, stakeholders, involvement

The proposed extension of the port of Bastia.

The integration of stakeholders in the project area:

Research Methodology.

The case discussed here is that the extension of the port of Bastia Corsica. We want to present the implementation of a process of territorial intelligence to bring this issue to an analysis in terms of territorial and information engineering. Between information and communication processes, territorial intelligence approach is systemic in which its transversal dimension reinforces the interdisciplinary nature of Information Sciences and Communication in the Human and Social Sciences. It is here called to give a social issue to a problem which could be reduced to a purely economic issue. We would answer this question: how to transform the fragmentation of local representations in knowledge sharing in order to mobilize project energy? This route allows us to put in perspective the construction of a modern port as development tool but also as symbolic link in the complexity of the Mediterranean territory. This defines the problem to be addressed. To what extent the inclusion of social and societal elements of local representations, can illuminate the formation of such a project to make it a tool for territorial development beyond a lever of economic growth?

This work is questioning the concept of local development. This development, that is to say one in which people live, is now traversed by the pervasiveness of the concept of sustainability. We take at least a current vision of sustainable development integrating the cultural dimension of development.

I. What model of development for the area of life?

We will begin by clarifying the terms of our inquiry to present the scope of our investigation. Through the themes discussed here, the extension of the port of Bastia, we think that the concept of local development that is questioned, especially the representations of this development.

1. A structural problem?

Clearly it is building a tool for development of an island region subject to natural constraints requiring port facilities allowing it to trade with its Mediterranean neighbours. However, our aim is to discuss this phenomenon in terms of a territorial plan to co-build with stakeholders. We mean by "stakeholders", all citizens concerned in the creation of port facilities and specifically those residing in the territory directly affected by this development. Indeed, as we present below, the creation of a commercial port alters a shore and its immediate environment. Moreover, in the case of Bastia, the chosen site for the port is in a fully urbanized area (see Fig.1). Thus, we face a problem with a double-wide territorial representation. Initially, the economic and structural issue whose Territorial Collectivity of Corsica (CTC) is responsible. The CTC must manage the development strategy in the interests of the region's development. In a second step, a more limited reality involves the evolution of landscape and fashioning a "micro-region" urbanized.

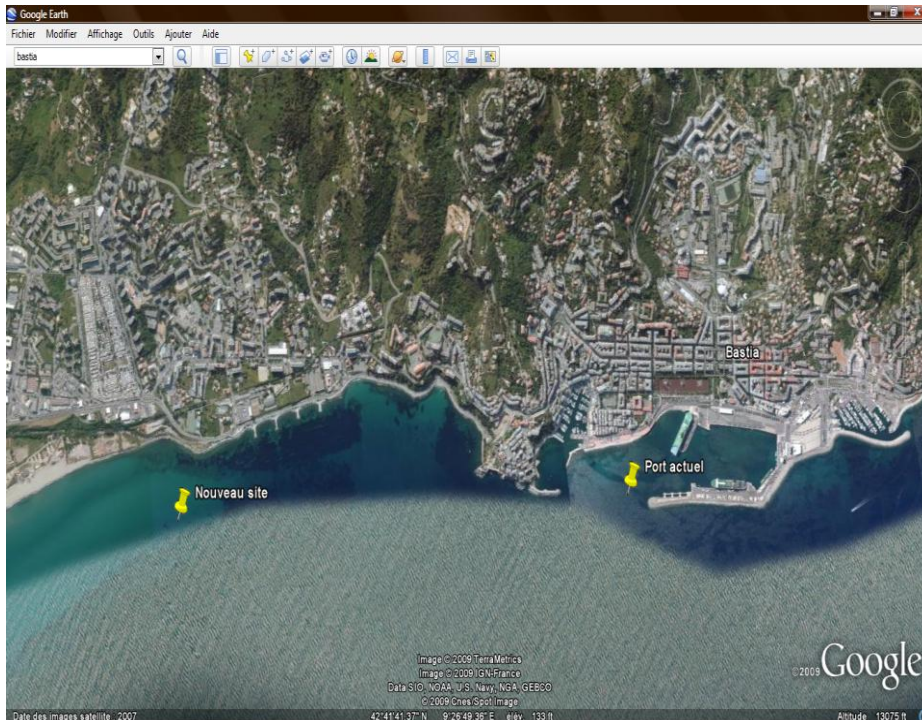


Fig. 1.: Current Site of the port and site of the new port.
 Source: GoogleEarth © 2009

In posing this possible dichotomy, we want to emphasize conditioning questioning our working hypothesis. In the issue of territorial development, institutional and technical considerations made by politics and experts may differ from local concerns brought by the actors constituting the territory of life.

2. *“Le Territoire de vie” and representations of stakeholders.*

In our approach, the territory is contingent and its boundaries are blurred. In the case of local development projects, human and social issues do not necessarily coincide with the strict administrative boundaries of the territory. We therefore consider that the territory is defined by the actors who compose it. Thus the notion of *“territoire de vie”* refers to a definition based on the activities and representations made by individuals who make up the territory. Whatever the skill level of consideration (county, region, state), development issues inevitably involve citizen’s life structuring. Thus, it is thought *to* citizens. The avowed concern territorial intelligence to support a bottom-up vision of local development refers to a structuring of projects *by* citizens.

In this case, we consider the modification of a natural constituent of a living. This change will necessarily impact in terms of representations and acceptance by local stakeholders that cannot be evaded by politics. This in some cases taking the term *NIMBY (Not In My Backyards)* refers to the possibility of a refusal of local rejecting the notion of general interest (in this case regional) because of the defense of individual balances . This phenomenon can be regarded as a social and more precisely as a result of structuring shared representations thus become social representations.



Fig. 2.: Structure of the new commercial port on the site of the "Carbonite".
Photo: Gerard Baldocchi, *Corse-Matin* edition of February 25, 2010.

To this extent the question of development model is emerging now. The classical view of local planning is changing. We are passing from a top-down vision to a bottom-up spatial planning, which is not without its problems in terms of management of public affairs. Overall, the conception of local development seems to be questioned.

3. *Local development and sustainable development.*

An approach in terms of territorial intelligence necessarily invites us to discuss the concept of sustainable development. We will not revisit the genealogy of the concept, yet it seems important to remember the importance of the cultural dimension, the fourth pillar of sustainable development. Indeed, this vision of "modern" sustainable development has generated a greater consistency of the concept leading us to a simple question but meaningful: Can we now conceive development otherwise than sustainable?

We will take the party to answer this question in the negative and it will thus form a prism for our approach. Indeed, it seems difficult now to deal with the development of the territories without understanding the perspective of sustainability. We are also supporting our case study to give an illustration.

First we have an obvious economic dimension. Commercial activity of the port of Bastia placed it as the first French port of Mediterranean area and second nationally in terms of transit passengers. This consideration added to the importance of a port for an island territory in terms of specific commodity exchanges already issue related to its activity. The main problem here is due to the fact that the port infrastructure is aging and no longer guarantees the necessary security conditions to the reality of today's maritime traffic. It also operates under a derogation allowing it to have four berths against one in normal operation. This dimension seems very important since it imposes an inescapable reality: we must make a decision about the future of the port of Bastia, taking into account the technical and economic reality of the matter.

Then there is a social issue no less important. It is linked to the jobs generated by the commercial activity of the port. However, it also concerns the impact on the general city way of life. The inclusion of a commercial port in an urban area cannot be done without impacting the daily life of a social group formed out of this activity.

Ecological impacts are unavoidable. Studies should measure these impacts for assessing the "environmental cost" of the project. Beyond the change in the coastal landscape, fauna and flora will suffer inevitable damage which must be known precisely the scope.

These three traditional dimensions of sustainable development seem to constitute the reflection generated by such a project. But we must add to that the cultural dimension. The question then is to take into account the understanding of stakeholders. We could briefly mention the importance of the existence of a tradition in the port of Bastia. However, the trend towards increased business activity requires a form of understanding that could not be forgotten. So it is a cultural change in tension between the expectations for the evolution of the territory and the ability of individuals to become stakeholders.

Thus we can see that the four dimensions of sustainable development are aspects of development that cannot be considered separately or simply disregarded.

So it is the question of the development model of the area that constitutes the major challenge of this problem. One of these four dimensions can it take precedence over others? Otherwise, how to grasp a territorial issue like this in terms of structuring the project and integration of stakeholders in reflection?

II. How to develop the involvement of all actors of a territory in the proposed settlement?

In the case of the proposed extension of the port of Bastia, we are faced with this type of problem. As provided by law, a public debate was held to organize the file. However, the informational and communicational issues influencing the outcome of the consultation could go beyond this debate.

1. Public debate

The National Commission for Public Debate (CNDP) is seized of the proposed port development Bastia by a letter and a folder of March 3, 2006, transmitted by the President of the Executive Council of the CTC. CTC is who is the owner because the port of Bastia was formerly a port of national interest, but the law of 22 January 2002 on Corsica has moved from state to CTC jurisdiction in the creation, development and management of commercial seaports (and fishing) and the transfer was effective as of February 13, 2004 and the Community decided in the summer of 2004 to pursue studies undertaken in 2002 Chamber of Commerce and Industry of Bastia in Haute-Corse for the extension of the port.

The solutions provided by the CNDP in terms of debate are: *"it has two main options which in turn are divided: according to criteria which are the national interest of the project, its impact territorial, economic and social issues the importance of its environmental impacts, the CNDP can consider that the project is worthy of public debate, is not warranted, in the first case, two options are available to it: either it organizes itself the public debate and entrusts the preparation and running of a special commission that is, or it may entrust the organization's client and the latter option it has chosen in the case now."*¹

Indeed, the National Commission, at its meeting on 5 April 2005, decided that this project should lead to public debate and says the organization's client, the CTC. The factors taken into account by the CNDP to organize the debate seem to follow a consistent account of a classic vision of sustainable development:

"- Firstly the importance of economic and regional development: the important part of the port of Bastia in Corsica Vessel Traffic Service, its role in territorial continuity between the island and the mainland, the issues strengthening the capacity of Corsica, and finally the relationship between the project and the management problems of the agglomeration of Bastia,

- Secondly, the environmental impacts that could include both variants of the project, both on terrestrial and marine environments especially,

- Finally, the fact that the consultation undertaken so far (but since recently) had contacted a number of key stakeholders (elected representatives of local, responsible for administrative services, leaders from various

¹ CNDP report, February 2007

economic agencies, responsible for associations), but still had very little room for information, much less the expression of the population, yet the first mission of the CNDP to ensure popular participation in development process major capital projects.”²

This debate could present some new aspects in relation to previous years. It is the first public debate that takes place in Corsica and it explains very likely according to the chairman of the CNDP several elements that have characterized *“the fact that it took the top explain what public debate, what are its rules and the fact that a large proportion of the early interventions of the first questions concerned the debate itself, its organization, its interests, the influence it may have but also the fact that after the phase of discovery and learning, and it generated an undeniable interest, very often those who were the actors have expressed their feelings and their satisfaction citizen involvement local townsfolk to live an important moment of free democratic expression. Finally we note, as did various participants that, despite some moments of tension and controversy, and stakeholders, to a large extent, have listened to and that there has been debate.”³*

2. Research methodology: a critical investigation

The use of such large extracts seemed necessary to fully explain our field of work. Indeed, the structuring of public debate as stated, presents the beginnings of a process of territorial intelligence. Selection and dissemination of information, creation of media information for the general public, panel discussions open to the public, and the willingness and commitment to engage as many stakeholders as possible to structure the project.

Our research goal is to go out on the ground to observe the results of this form of information and communication process. We will specify a particular dimension reinforces our approach. Taking July 10, 2007, date of publication of the report on the public debate as a reference point, we note that at the beginning of 2010 no final decision has been taken by the Corsican Assembly on this folder. Our initial investigations suggest that environmental and financial issues have repeatedly rejected the executive decision-making. The result is a break in the decision making necessarily generated with a *space-time* promoting dissemination and maturation of the information on the topic that seems relevant to analyze.

Thus, our work is in participant observation to generate a sequence of informational and communicational events. All elements relating to public debate is the articulation point of our corpus. It will gather to complete a comprehensive perspective, all information and communication media on the subject. This corpus will be supplemented by semi-structured qualitative treaties that will complete the analysis made. Our commitment is to offer a mediological point of view as the meaning of R. Debray (1991)⁴, information engineering, formal and informal, which could affect the reception of actors, especially in the context of deferred executive deliberation.

Our hypothesis therefore is focusing on the reality of the participatory nature of public debate. The scope of such a development must incorporate the territorial larger share of citizens in the formulation of the project. We therefore believe that the process of information and communication are the main keys to understanding human and social dynamics conditioning the evolution of territories.

Conclusion

Our work is our view in the current concerns of the territorial intelligence. We question the cultural developments related to new patterns of territorial development and governance. Our concern is to demonstrate the importance of information and communication processes in the co-construction of meaning and structure of living together.

² Op. cit.

³ Op. cit.

⁴ R. Debray, Cours de médiologie générale, Gallimard, Paris , 1991.

The critical work of analysis and understanding of these phenomena is a fundamental step in our scientific approach to sustainable development of territories.

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